

Statement of Work (SoW)

Project Title

Change the Channel

Driving Question

What additional channels of distribution should a local business owner use to sell his/her products?

Project Description

This project focuses on channel management and the selection of channels of distribution for a local small business. In partnership with the owner of that business, student teams conduct primary and secondary research to learn more about the business itself, its products, its customers, its current channel(s) of distribution, etc. Then, the teams turn their attention to the different channels available to the business. They examine these different channels and determine which would be most profitable for the business. Each team shares its recommendations with the business owner in an oral presentation and short written report. Throughout the project, each student also maintains his/her own journal containing information on channels of distribution; channel management; technological, legal, and ethical considerations in channel management; and the relationship between customer service and channel management.

Timeframe

3-4 weeks

Objectives of the Project

(what you will learn to do)

- ☒ Explain the nature and scope of channel management
- ☒ Explain the relationship between customer service and channel management
- ☒ Explain the nature of channels of distribution
- ☒ Describe the use of technology in the channel management function
- ☒ Explain legal considerations in channel management
- ☒ Describe ethical considerations in channel management
- ☒ Select channels of distribution

Key Deliverables

Written Report of Recommendations

Each team writes a one-page report containing its recommendations regarding additional channels of distribution. In the report, the team explains its reasons for the recommendations and identifies specific intermediaries within the recommended channels as necessary. (Target audience: local business owner)

Oral Presentation

Each team develops and shares a three-to-five minute oral presentation that reflects the contents of its written report. (Target audience: local business owner)

Channel-Management Journal

Each student develops a channel-management journal containing information on specific aspects of channel management, including channels of distribution; technological, legal, and ethical considerations in channel management; and the relationship between customer service and channel management. (Target audience: someone who knows nothing about channel management and is looking for a simple yet complete explanation of what it involves.)